

# European Pricing and Reimbursement for Generic Medicines

**Make the Right Pricing Decisions to Maximise Profits**

*Tuesday 30th – Wednesday 31st January 2007, Renaissance Prague Hotel, Prague, Czech Republic*

#### Speaker listing:

- **Alexandra Gruber**, *Global Marketing Manager, Baxter Vaccines AG, Germany*
- **Michael Cann**, *Head of Sales and Commercial Strategy, Actavis, UK*
- **William Haddad**, *Chairman/CEO, Biogenetics, Inc, USA*
- **Peter Ballard**, *Managing Director, Genus Pharmaceuticals, UK*
- **Luis González Vaqué**, *Advisor, European Commission, Belgium*
- **Jorge Mestre-Ferrandiz**, *Senior Economist, Office of Health Economics, UK*
- **Graham Dukes**, *Advisor on Drug Policy Studies, University of Oslo, Norway*
- **Livio Garattini**, *Director, Centre for Health Economics, CESAV Mario Negri Institute for Pharmacological Research, Italy*
- **Sabine Vogler**, *Head of Health Economics, Gesundheit Österreich GmbH – ÖBIG, Austria*
- **Brian Lovatt**, *Consultant, Vision Healthcare Constancy, UK*
- **Martina Garau**, *Economist, The Office of Health Economics, UK*
- **Chris Thornham**, *Patent and Pharmaceuticals Group, SJ Berwin LLP, UK*
- **Ros Kazakov**, *Executive Director, Association of Bulgarian Pharmaceutical Manufacturers (ABPhM), Bulgaria*

#### Programme Highlights:

- Consider effective launch pricing strategies to maximise profits
- Hear updates from successful markets: The Big Five plus special focus on Central and Eastern Europe
- Discover how to claim reimbursement before patent expiry
- Understand how authorized generics affect the generics industry
- Implement good competition strategies for optimised pricing of generic medicines
- Understand the impact of patent expiry on the generics industry

**Plus, don't miss:**

#### Post-Conference Workshop:

**Thursday 1st February, Renaissance Prague Hotel  
Pricing and Reimbursement Environment  
for Generics to Optimise Profit**  
Set the right price for generic products to maximise profits

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Workshop leaders: **Donald Macarthur**, *Senior Consultant* and  
**Keiron Sparrowhawk**, *Partner, PriceSpective Limited*

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# European Pricing and Reimbursement for Generics

Conference Day One: Tuesday 30th January 2007

## Proven Pricing Strategies and Effective Reimbursement Schemes for Generic Products

08.30 Coffee and Registration

09.00 Opening remarks from the Chair

### 09.10 Overview of pricing in the generics field

*Pricing and reimbursement policies for generic medicines differ from country to country and are re-assessed every year. This presentation will review the changing field of pricing and reimbursement in Europe from a historic to a current context.*

**Brian Lovatt, Consultant, Vision Healthcare Consultancy Ltd, UK**

### 09.40 Pricing of generics medicines in Europe

- Where does the European generic pricing field lie at the moment?
- Current pricing and reimbursement strategies for generics
- What can we expect in the short and long-term basis in pricing of generics?

*Speaker to be confirmed*

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### 10.10 Understanding the influence of portfolio management and patent expiry on pricing policies

- What is the impact of portfolio management on pricing from the originator vs. Generics industry point of view
- What is the impact of patent expiry on pricing from the originator vs. Generics industry point of view
- Key tactics in portfolio management and patent expiry
- Future outlook: how will pricing issue change in future?

**Alexandra C. Gruber, Global Marketing Manager, Baxter Vaccines AG**

10.40 Morning Tea

### 11.10 Patent considerations in Europe for generic products: Launch pricing

*This presentation provides an overview of patent issues affecting generic launch and pricing, including:*

- Patent and regulatory hurdles for generics
- Clearing the way and interim injunctions
- The market dynamics when a product goes off-patent
- Developments in generic launch & price strategies
- Brand strategies, including "authorized generics"

**Chris Thornham, Patent and Pharmaceuticals Group, SJ Berwin LLP, UK**

### 11.50 Reimbursement applications before patent expiry

- How long before patent expiry can reimbursement application be made?
- Which countries accept reimbursement applications prior to patent expiry?
- What is the future of reimbursement applications?

**Dr Graham Dukes, Advisor on Drug Policy Studies, University of Oslo, Norway**

12.30 Lunch

### 14.00 CASE STUDY: Authorized generics and the impact on the generics industry

- Compare the prices of generic drugs that had competition from authorized versions with those that did not and the impact this has on pricing
- Find out about current US and EU cases in the spotlight
- Hear about the impact of authorized generics on the generics industry

**William Haddad, Chairman/CEO, Biogenics, Inc, USA**

### 14.40 Establishing good competition strategies for optimised pricing of generic medicines

*Competition in the generic drugs market continues to intensify as the industry adjusts to increased pressures to contain healthcare costs. Generic manufacturers in Europe are also experiencing downward price pressures due to high competition and some hampering regulations by governments.*

- Key considerations before establishing a good competition strategy for your generic product
- What strategies have been used and what their advantages and disadvantages?
- Cases of effective competition strategies for generic medicines

**Emma Gutiérrez de Mesa, Scientific Officer, Institute For Prospective Technological Studies European Commission Research Centre, Spain (tbc)**

15.20 Afternoon Coffee

### 15.40 CASE STUDY: How to maximise reimbursement for generic products in Europe through effective pricing strategies

*The UK is the most advanced generics market in the world with pricing pressure from competition, government and retail pharmacy consolidation. The recent changes to the reimbursement mechanism have driven the need for the most commercially effective management of pricing reimbursement, product and channel strategy. This presentation will provide specific pricing strategies for products which include off patents, relaunches, and cost leadership strategies providing valuable lessons learned and elements which may be applicable to other parts of Europe, as their generics markets develop.*

**Michael Cann, Head of Sales and Commercial Strategy, Actavis, UK**

### 16.20 The Future of the generics market

*The European generic marketplace is very complicated and currently manufacturers of generic drugs are presented with unprecedented opportunities as large numbers of brand name products lose their patent protection. However, as innovator companies struggle at the discovery stage and R&D productivity gradually falls, a very realistic outcome is that the generics industry runs out of products to sell. This issue and more will be addressed in this presentation.*

**Peter Ballard, Managing Director, Genus Pharmaceuticals, UK**

17.00 Closing remarks from the Chair

17.05 Close of Day One

Conference Day Two: Wednesday 31st January 2007

## Pricing Models and Systems – A Country by Country Breakdown

08.30 Coffee and Registration

09.00 Opening remarks from the Chair

### 09.10 Spain

- The new Medicines Act – setting the scene
- The new reference price system in Spain and generic policies at national level
- Regional pharmaceutical policies – encouragement of generic products?
- Future developments for the generic market in Spain

**Jorge Mestre-Ferrandiz, Senior Economist, Office of Health Economics, UK**

### 09.50 Italy

- Current pricing policies in Italy and the impact on the European generic industry
- Reimbursement processes and timelines for generic medicines
- Reference pricing and pharmacists incentive schemes

**Livio Garattini, Director, Centre for Health Economics, CESAV Mario Negri Institute for Pharmacological Research, Italy**

10.30 Morning Tea

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# Generics Medicines 30th – 31st January 2007, Renaissance Prague Hotel

## 11.00 Central and Eastern Europe

- Role of generics in Central and Eastern Europe (CEE)
- Policies on pricing and reimbursement with a special focus on generics in the new Member States in CEE
- Reference pricing and generics promotion in the CEE compared to the “old” Member States

**Sabine Vogler**, *Head of Health Economics, Gesundheit Österreich GmbH – ÖBIG, Austria*

## 11.40 Pricing and reimbursement strategies in CEE

- Between strategy and socio-political change
- Cost containment strategies and their effect on the generics industry
- Pricing and reimbursement strategies for generics in the CEE

**Ros Kazakov**, *Executive Director, Association of Bulgarian Pharmaceutical Manufacturers, ABPhM, Bulgaria*

## 12.20 Lunch

## 14.00 Generics pricing and reimbursement: How to comply with the EU legislation

*An evolving European pricing and reimbursement climate makes it difficult to know what current pricing and reimbursement schemes apply to which country. In this presentation hear about Europe wide reference pricing and current views on how generic products are reimbursed. Find out about the potential harmonisation process from the European Commission and decide for yourself if this is an achievable goal.*

**Luis González Vaqué**, *Advisor, European Commission*

## 14.40 Germany

*The high medicine prices in Germany assist the entry of generic medicines. In this presentation hear:*

- Current pricing policies in Germany on generic products
- Price restriction rules and how they affect the generics industry
- Reimbursement schemes for generic products

**Gisbert W. Selke**, *Wissenschaftlichen Instituts der AOK (WidO), Germany*

## 15.20 Afternoon Coffee

## 15.40 UK

- Updates for the W and M schemes
- Demand side incentives and generic prescribing in the UK
- Arrangements in the distribution market for generics
- Future developments in the UK

**Martina Garau**, *Economist, The Office of Health Economics, UK*

## 16.20 France

- Pricing for generic medicines in France
  - Reimbursement procedures and timelines for generic medicines
  - Future considerations for pricing and reimbursement of generics
- Francois Meyer**, *Director of Pricing Evaluations, AFFSSAPS (invited)*

## 17.00 Closing remarks from the Chair

## 17.05 Close of Conference

## Post-Conference Workshop Thursday 1st February 2007

### *Pricing and Reimbursement Environment for Generics to Optimise Profit*

Workshop leaders: **Donald Macarthur**, *Senior Consultant* and **Keiron Sparrowhawk**, *Partner, PriceSpective Limited*

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Registration at 9.00am for an 9.30am start, the workshop will finish no later than 3.30pm. Refreshments and documentation will be provided.

**Setting the right price for generic products is critical when companies want to maximise profits in a highly competitive market.**

**Understanding the pricing and reimbursement environments for generics across Europe to optimise profit:**

- Facts and figures on generics: a European overview

- How generics can gain access to reimbursement in EU countries
- Pricing strategies for market penetration
- Factors hindering/favouring generic use
- Key roles of distribution and trade margins
- R&D manufacturers' defenses
- Working with the enemy: Pre-patent expiry collaborative strategies
- Recent case studies with blockbuster molecules in major markets
- Lessons from the US
- Parallel trade and generics

## European Pricing and Reimbursement for Generic Medicines Make the Right Pricing Decisions to Maximise Profits

30 – 31 January 2007, Renaissance Prague Hotel, Prague, Czech Republic

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The ability of the generic medicines industry to deliver competitive prices can only be achieved through establishing sustainable effective pricing and reimbursement strategies. To help you achieve this aim Informa Life Sciences proudly present their first ever 'European Pricing and Reimbursement for Generic Medicines' conference.

This event deals with current issues affecting the European generics industry and is the first event of its kind solely dedicated to this market. Detailed knowledge of pricing and reimbursement strategies from industry leaders and country by country breakdown of policies and practices will be discussed.

### WHY SHOULD I ATTEND THIS MEETING?

- Find out about current pricing and reimbursement strategies for generics
- Hear the latest on guidelines on pricing from the European Commission
- Get up to speed on patent expiry and its impact on the generics market
- Consider the challenges of launch pricing and be the first on the market
- Hear case studies on how to maximise reimbursement for generic

products in Europe through effective pricing strategies

- Learn about the challenges faced by the generics industry
- Establish a good competition strategy for optimised pricing of your generic medicines
- Gain an understanding of authorized generics and understand their impact on pricing in the generics industry
- Implement effective reimbursement applications before patent expiry of new drugs
- Don't miss the latest updates on pricing and reimbursement policies from the Big Five and the CEE, US and Canada

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